HOLDER FOR AN ELECTRONIC PRICE LABEL

Background of the Invention

The present invention relates to a holder for an electronic price label (EPL) and, more particularly, a holder for an EPL which is cost-effective, convenient to manufacture, and adapted for secure attachment to a wide variety of retail shelving in a manner which facilitates convenient viewing of an associated EPL.

EPL's and holders therefor are widely known. They are described, for example, in U.S. Patent Nos.: 5,553,412; 5,791,080; 5,816,550; and 5,611,512. However, prior holders for EPL's have been found to be deficient for a wide variety of reasons. Some are simply too complicated and, consequently, expensive and difficult to manufacture. Others are not well-suited for connection to a wide variety of different shelving types as are commonly found in the retail industry and/or require use of separate fasteners. Still others are prone to becoming dislodged when inadvertently contacted by consumers and others. For these and other reasons, there exists a need for a new and improved holder for an EPL which is convenient to manufacture, cost-effective, suitable for use with a large number of different types of retail shelving, and which securely affixes an associated EPL in a desired location relative to a retail shelf without use of fasteners and in a manner which facilitates EPL viewing but resists dislodgement due to inadvertent contact.

Summary of the Invention

In accordance with the present invention, an extruded holder for an electronic price label (EPL) includes a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of the base wall with respective first and second inner faces arranged in opposed facing relation. The base wall and the side walls define a C-shaped recess in the channel member. An associated EPL is adapted for receipt in the C-shaped recess. A clip is connected to the channel member and is adapted for releasable connection to a wide variety of different retail shelf fixtures. The clip is defined by a base member and a back member interconnected to define an opening. The clip is further defined by a connecting arm that has a first end connected to the clip and a second end connected to the channel member.

In accordance with another aspect of the present invention, a transparent viewing lens is provided and placed in selective covering relation with an EPL positioned in the channel. The lens can be removably connected to the channel member or pivotably connected to the EPL holder and adapted for selective movement between an opened and closed position.

Still other benefits and advantages of the present invention will become apparent to those of ordinary skill in the art upon a reading and understanding of the following specification.

Brief Description of the Drawings

The invention may take physical form in certain parts and arrangements of parts, several preferred embodiments of which are described in the specification and illustrated in the accompanying drawings which form a part hereof and wherein:

FIGURE 1A is a side elevational view of a holder for a first type of electronic price label (EPL) formed in accordance with a first embodiment of the present invention;

FIGURE 1B is a reduced side elevational view of the holder of FIGURE 1A as used to secure an associated EPL in an operative position and including an associated protective viewing lens positioned in covering relation with the EPL;

FIGURES 2A - 2E are respective side elevational views of five types of protective viewing lenses formed in accordance with the present invention;

FIGURE 3A is a side elevational view of one version of a second type of holder for an EPL formed in accordance with the present invention;

FIGURE 3B is a side elevational view of another version of the second type of EPL holder secured to an associated retail shelving in accordance with the present invention;

FIGURE 3C is a side elevational view of still another version of the second type of holder for an EPL formed in accordance with another embodiment of the present invention;

FIGURE 4A is a side elevational view of one version of a third type of holder for an EPL formed in accordance with the present invention;

FIGURE 4B is a side elevational view of another version of the third type of holder for an EPL formed in accordance with another embodiment of the present invention;

FIGURE 4C is a side elevational view of the holder of FIGURE 4B secured to a shelf including an associated protective viewing lens placed in covering relation with an EPL;

FIGURE 4D is a perspective view of the holder of FIGURE 4B;

FIGURE 5A is a side elevational view of a first version of a fourth type of holder for an EPL formed in accordance with the present invention;

FIGURE 5B is a side elevational view of a second version of the fourth type of EPL holder secured to a shelf and including an associated protective viewing lens placed in covering relation with an EPL;

FIGURE 5C is a side elevational view of a third version of the fourth type of holder formed in accordance with another embodiment of the present invention;

FIGURE 6A is a side elevational view of a first version of a fifth type of holder for an EPL formed in accordance with another embodiment of the present invention;

FIGURE 6B is a side elevational view of the holder of FIGURE 6A as used to secure an associated EPL in an operative position;

FIGURE 7 is a side elevational view of a second version of the fifth type of EPL holder;

FIGURE 8A is a side elevational view of a first version of a sixth type of holder for an EPL formed in accordance with the present invention;

FIGURE 8B is a side elevational view of the holder of FIGURE 8A secured to a shelf as used to secure an associated EPL in an operative position; and,

FIGURE 9 is a side elevational view of a second version of the sixth type of EPL holder.

Detailed Description of the Invention

With reference now to FIGURE 1A a holder for an electronic price label (EPL) or the like is illustrated at **10**. The holder **10** is formed in accordance with the present invention from polyvinyl chloride plastic or any other suitable plastic by extrusion, molding, or any suitable plastic forming technique. The holder **10** can be an extrusion having the profile as shown in FIGURE 1A.

The holder **10** includes a base channel **20** having an overall C-shape conformation to slidably accommodate and frictionally retain an associated electronic price label (EPL) as seen in FIGURE 1B. The C-channel is defined by a base wall **22**

which is preferably planar, and top and bottom walls **24**, **26**, also referred to as first and second side walls, respectively. The top and bottom walls **24**, **26** project outwardly from a front face **28** of the base wall **22**, preferably a like distance and substantially perpendicular to the base wall **22**. Thus, the top and bottom walls **24**,**26** are arranged generally parallel to each other to accommodate an associated EPL in the recess defined therebetween and together with the base wall **22**.

The opposed, inward faces **32**, **34** of the top and bottom walls **24**, **26**, respectively, include grooves **G1**, **G2** which accommodate projections **P** extending outwardly from the associated EPL positioned in the C-channel **20**. This construction allows an associated EPL to be inserted and removed from the recess defined in the C-channel **20** by sliding and/or by movement of the EPL in a direction toward and away from the base wall **22** (as indicated by the arrow **A1** in FIGURE 1B).

The holder **10** further comprises a clip portion **40** connected to the C-channel **20** by way of the top wall **24**. The clip portion **40** is adapted to secure the holder **10** to an associated shelf (not illustrated). More particularly, the shelf attachment clip portion **40** comprises an L-shaped resilient member **42** having a base **44** and an upwardly projecting back portion **46**.

The L-shaped clip **40** and the C-channel **20** are resiliently interconnected by way of a connecting arm **60**. The arm **60** comprises a first end **62** connected to the base **44** of the L-shaped member **42** and a second end **64** connected to the top wall **24** of the C-channel **20** so that the arm **60** is at least partially positioned between the back portion **46** of the L-shaped clip **40** and the C-channel **20**.

More particularly, the connecting arm **60** includes a first segment **66** projecting upwardly from the base member **44** of the L-shaped clip **40** in the same general direction as the upwardly projecting back portion **46** of the L-shaped clip. A second segment **68** of the connecting arm **60** extends toward the back portion **46** of the L-shaped clip **40**, and a third segment **70** once again extends upwardly away from the base **44** of the clip **40**. Finally, a fourth segment **72** connects the arm **60** to the top wall **24** of the C-channel **20**. It can be seen that the connecting arm **60** is thus formed with an L-shaped bend **76** which protrudes toward the back portion **46** of the L-shaped clip **40**. The L-shaped clip portion **40** and the connecting arm **60** thus define an upwardly open slot or channel **80** therebetween. The innermost closed end **82** of the slot **80** is

enlarged.

The bend **76** of the connecting arm **60** and the back portion **46** of the clip **40** define therebetween a restricted portion **84** of the slot **80.** The open end or mouth **86** of the slot **80** is preferably defined between the connecting arm **60** and an uppermost portion of the L-shaped clip back **46** which diverges from the connecting arm **60** so as to facilitate insertion of a shelf therein for attachment of the holder **10** thereto. Therefore, the slot **80** is also defined with an overall L-shaped configuration.

A mounting angle **a1** is defined between the L-shaped clip base wall **44** and the C-channel base wall **22** by abutment of a rear face **29** of the base wall **22** with an innermost tip **48** of the L-shaped clip **40** so that the C-channel **20** is rearwardly inclined relative to vertical by a select angle (approximately 45°) when in its operative position. The tip **48** is not connected to the base wall **22.** This facilitates extrusion of the holder and allows for limited movement of the C-channel **20** away from the clip portion **40** as allowed by the resilience of the connecting arm **60** (as indicated by the arrow **a2**) to absorb and accommodate shocks by a shopper removing items from the associated retail shelf to which the holder **10** is attached or the shelf beneath the one to which the holder is attached. Those of ordinary skill in the art will recognize that the angle **a1** may be varied to define different viewing angles of the C-channel relative to a vertical plane.

A resilient finger **88** projects from the rear face **29** of the base wall **22** and extends generally parallel to the base wall **22** in a direction toward the second side wall **26.** The finger contacts a nib **90** projecting from the rear face **29** in the region of the second side wall **26** so that a closed slot **92** is defined between the finger **88** and the rear face **29.** An advertising flyer or the like (not illustrated) is selectively secured in the slot **92** by insertion of same between the finger **88** and the nib **90** where it is frictionally or otherwise retained.

The holder **10**, due to its rearward inclination relative to vertical, is particularly adapted for a connection to an associated shelf **S** at a level below that of a viewer's eye level. Of course, those of ordinary skill in the art will recognize that the C-channel **20** can be arranged at any of a wide variety of other desired angles **a**, relative to the clip portion **40** so that the C-channel **20** defines other viewing angles relative to vertical without departing from the overall scope and intent of the present invention.

With reference now also to FIGURE 2A, a protective viewing lens **50** formed in

accordance with the present invention is illustrated. The lens **50** is made from clear polyvinyl chloride or other clear plastic material, preferably extruded with the illustrated profile. More particularly, the lens **50** comprises a planar viewing wall **52**, a first or upper side wall **54**, and a second or lower side wall **56**. First and second ribs **58a, 58b** project inwardly toward each other from the side walls **54, 56**, respectively. As illustrated in FIGURE 1B, the lens **50** is adapted for placement in covering relation with respect to the EPL secured to the C-channel **20** of the holder **10**. When the lens **50** is so positioned, the ribs **58a, 58b** are received in grooves **G3, G4,** formed in the outwardly facing surfaces of the holder side walls **24, 26**, respectively. The receipt of the ribs **58a, 58b** in the grooves **G3, G4** fixedly secures the lens **50** in its operative position relative to the holder **10**.

The lens **50** also includes first and second L-shaped fingers **57a, 57b** which project outwardly from the viewing wall **52** in a direction opposite the lens side walls **54, 56**. The L-shaped fingers are arranged to define therebetween a slot **59** for receipt of printed matter or the like (not illustrated) to be viewed in association with the price and other information displayed by the associated EPL.

With reference to FIGURE 2B, a protective viewing lens formed in accordance with a second embodiment is illustrated. Like components are identified with like numerals including a primed (') suffix. A lens 50' is preferably extruded from a transparent plastic material to have the profile illustrated in FIGURE 2B. More particularly, the lens 50' comprises a planar viewing wall 52', a first or upper side wall 54', and a second or lower side wall 56'. First and second ribs 58a', 58b' project inwardly toward each other from the side walls 54', 56', respectively.

The lens **50'** also includes first and second L-shaped fingers **57a', 57b'**, which project outwardly from the viewing wall **52'** in a direction opposite the lens side walls **54', 56'**. The L-shaped fingers are arranged to define therebetween a slot **59'** for receipt of printed matter or the like to be viewed in association with the price and other information displayed by the associated EPL. The viewing lens 50' is placed in selective covering relation with an electronic price label and connects to a holder in the same manner that the lens 50 connects to the holder 10, i.e. through cooperation of the ribs 58a', 58b' and associated grooves. However, the slot 59' is dimensioned differently than is slot 59 of the lens 50.

With reference now to FIGURE 2C, a third type of protective viewing lens is there illustrated. Like components are illustrated by like numerals with a double-primed (") suffix and new components are illustrated by new numerals. A lens **50"** is preferably extruded from a transparent plastic material to have the profile illustrated in FIGURE 2C. Unlike the lenses **50**, **50'**, the lens **50"** is not adapted to releasably engage an associated holder such as the holder **10** illustrated in FIGURE 1B. Instead, the lens **50"** comprises a mounting portion **51** that includes an adhesive **53** such as a pressure-sensitive adhesive tape or the like on a face thereof. Thus, the mounting portion **51** is adapted for being fixedly secured to an associated holder. The lens **50"** also comprises a viewing wall **52"** that is connected to the mounting portion **51** by way of a living hinge **55** that can be formed as a one-piece construction with the mounting portion **51** and viewing wall **52"** or that can be provided by a length of tape of other material. The mounting portion **51** of the lens **50"** is secured to an associated holder in a position so that the viewing wall **52"** is adapted for pivoting movement on an arc C between a closed position (illustrated in solid lines in FIGURE 2C) wherein the viewing wall is placed in covering relation with an associated electronic price label secured to a holder, and an open position (illustrated in broken lines in FIGURE 2C) wherein the viewing wall moved away from an associated electronic price label allowing access to same. In the closed position, the finger **58b"** engages a side wall of a holder so that the lens is resistant to movement from its closed position to its open position. Preferably, a rib **57** is provided and projects outwardly from the side wall **56"** of the lens **50"** to facilitate manual grasping of the viewing wall **52"** for purposes of moving same to its open position. Those of ordinary skill in the art will recognize that the adhesive **53** and the living hinge **55** cooperate to prevent spilled liquids from contacting an associated electronic price label.

With reference now to FIGURE 2D, a fourth type of protective viewing lens formed in accordance with the present invention is illustrated. In this embodiment, like components are identified by like numerals having a triple-primed (''') suffix and new components are identified by new numerals. A lens **50'''** is preferably extruded from a transparent plastic material to have the profile illustrated in FIGURE 2D. The lens **50'''** comprises a planar viewing wall **52'''**, a first or upper side wall **54'''** and a second or lower side wall **56'''**. A first rib **58a'''** projects inwardly from the upper side wall **54'''**. A

resilient finger **61** projects inwardly from the lower side wall **56'''** and extends generally parallel to the planar viewing wall **52'''**. The finger **61** contacts a nib **63** projecting from the end of side wall **56'''** so that a closed slot **65** is defined by the finger **61** and the nib **63**. An advertising flyer or the like (not illustrated) can be selectively secured in the slot **65** by insertion of same between the finger **61** and the nib **63** where it is frictionally or otherwise retained.

The lens **50'''** also includes first and second L-shaped fingers **57a'''**, **57b'''**, which project outwardly from the viewing wall **52'''** in a direction opposite the lens side walls **54'''**, **56'''**. The L-shaped fingers **57a'''**, **57b'''** are arranged to define therebetween a slot **59'''** for receipt of printed matter or the like to be viewed in association with the price and other information displayed by the associated EPL.

With reference now also to FIGURE 2E, a fifth type of protective viewing lens formed in accordance with the present invention is illustrated. In this embodiment, like components are identified with like reference numbers including a quadruple-primed ('''') suffix and new components are identified by new numerals. A lens **50''''** comprises a mounting portion **70** that includes a Z-shaped first rib **72**. More particularly, the lens **50''''** comprises a planar viewing wall **52''''**, a first or upper side wall **54''''** and a second or lower side wall **56''''**. First rib **72** and a second rib **58b''''** project generally inwardly toward each other from the side walls **54''''**, **56''''**, respectively. The first rib **72** includes a bend **74**. A first portion **76** of rib **72** projects from the side wall **54''''** parallel to planar viewing wall **52''''**. A second portion **78** of rib **72** extends from bend **74** angularly toward planar viewing wall **52''''**. The side wall **54''''** comprises the mounting portion **70** that is connected to the viewing wall **52''''** by way of a living hinge **55''''** that can be formed as a one-piece construction with the mounting portion **72** and viewing wall **52''''**. The mounting portion **72** of the lens **50''''** is secured to an associated holder in a position so that the viewing wall **52''''** is adapted for pivoting movement on an arc C between a closed position (shown in FIGURE 2E) wherein the viewing wall **52''''** is placed in covering relation with an associated electronic price label secured to a holder, and an open position (not shown) wherein the viewing wall **52''''** is moved away from an associated electronic price label allowing access to same. In the closed position, the finger **58b''''** engages a side wall of a holder so that the lens **50''''** is resistant to movement from its closed position to its open position. Those of ordinary skill in the art

will recognize that the mounting portion **70**, the living hinge **55""**, the upper side wall **54""**, and the planar viewing wall **52""** cooperate to prevent spilled liquids from contacting an associated electronic price label.

With reference now to FIGURE 3A, a holder **100** for an electronic price label or the like is there illustrated. The holder **100** is formed in accordance with the present invention from polyvinyl chloride plastic or any other suitable plastic by extrusion, molding, or any suitable plastic forming technique. The holder **100** includes a base channel or C-channel **102** having an overall C-shaped configuration to slidably accommodate and frictionally retain an associated electronic price label. The C-channel **102** is defined by a base wall **104** which is preferably planar, and top and bottom walls **106**, **108**, also referred to as first and second side walls, respectively. The top and bottom walls **106**, **108** project outwardly from a front face **110** of the base wall **104**, preferably a like distance and substantially perpendicular to the base wall **104**. Thus, the top and bottom walls **106**, **108** are arranged generally parallel to each other to accommodate an associated EPL in the recess defined therebetween and together with the base wall **104**. A resilient strip **111** of a suitable conventional thermoplastic material, proximal to top wall **106**, projects outwardly from the front face **110** of the base wall **104** to facilitate retention of an associated EPL.

The opposed, inward faces **112**, **114** of the top and bottom walls **106**, **108**, respectively, include grooves **116**, **118** which accommodate projections extending outwardly from the associated EPL positioned in the C-channel **102**. This construction allows an associated EPL to be inserted and removed from the recess defined in the C-channel **102** by sliding and/or by movement of the EPL in a direction toward and away from the base wall **104**.

The holder further comprises a connector **130** secured to the C-channel **102** by way of the base wall **104**. The connector **130** is adapted to secure the holder **100** to an associated shelf **S** shown in FIGURE 3B. More particularly, the connector **130** comprises a resilient clip **132**, a back wall **134**, and a top wall **136**.

The connector **130** and the C-channel **102** are interconnected by way of a first arm **138** and a second arm **140**. The first arm **138** comprises a first end **142** connected to the base wall **104** and a second end **144** connected to the top portion **136** of the connector **130** so that the first arm **138** is positioned between the back portion **134** of

the connector **130** and the C-channel **102**. The second arm **140** comprises a first end **146** connected to the base wall **104** of the C-channel **102** and a second end **148** connected to the back portion **134** of the connector **130** so that the second arm **140** is positioned between the back portion **134** of the connector **130** and the C-channel **102**. Since the entire holder **100** is made from a suitable conventional plastic material, such a polyvinylchloride or the like, the holder is resilient in nature.

The first connecting arm includes a first segment **150** projecting perpendicularly from a rear face **154** of base wall **104**. A second segment **152** of the first connecting arm **138** extends upward toward the top portion **136** of the connector **130** generally parallel with the base wall **104**. The second segment **152** connects the first arm **138** to the top portion **136** of the connector **130**. In this embodiment, the first and second segments are perpendicular to each other. The second connecting arm **140** extends perpendicular from the rear face **154** of the base wall and connects the rear face **154** of the base wall **104** to the back wall **134** of the connector **130**. The top wall **136** of the connector **130** and the rear face **154** of the base wall **104** define an upwardly open slot **160** or channel therebetween. An end **164** of the top portion **136** of the connector **130** can include a tip made of a conventional resilient plastic to facilitate connection and retention of an associated lens (not illustrated) in slot **160**.

The clip **132** of the connector **130** comprises an L-shaped resilient member having a first leg **168** and a second leg **170**. The first leg **168** includes a first segment **172** projecting rearwardly from a rear side **176** of the back wall **134** of the connector **130**. A second segment **174** of the first leg **168** extends upwardly generally toward top wall **106**. The second leg **170** of the clip **132** includes a first segment **178** projecting rearwardly from the rear side **176** of the back wall **134** of the connector **130** in the same general direction as the first segment **172** of the first leg **168**. A second segment **180** of the second leg **170** extends upwardly toward the top wall **136** of the connector **130**. The first leg **168** and the second leg **170** of the clip **132** define an upwardly open slot **182** or channel therebetween. The innermost closed end **184** of the slot **182** is enlarged. The opened end or mouth of the slot **182** is preferably defined between the second segment **174** of the first leg **168** and the second segment **180** of the second leg **170** of the clip **132** of the connector **130** so as to facilitate insertion of a shelf (FIGURE 3B) therein for attachment of the holder **100** thereto.

A resilient finger **190** projects from an end **192** of first leg **168** of the clip **132** and extends generally parallel to the base wall **104** in a direction toward the second side wall **108**. The finger **190** contacts a nib **194** projecting from the rear face **154** in the region of the second side wall **108** so that a closed slot **196** is defined between the finger **190** and the rear face **154**. An advertising flyer or the like (not illustrated) can be selectively secured in the slot **196** by insertion of same between the finger **190** and the nib **194** where it is frictionally or otherwise retained.

As seen in FIGURE 3A, the C-channel **102** is not rearwardly inclined relative to vertical when in its operative position. The holder **100**, due to its lack of inclination relative to vertical, is particularly adapted for a connection to an associated shelf at a viewer's eye level. Of course, those of ordinary skill in the art will recognize that the C-channel **102** can be arranged at a wide variety of other desired angles relative to the connector **130** so that the C-channel **102** defines other viewing angles relative to vertical without departing from the overall scope and intent of the present invention.

With reference now to FIGURE 3B, another version of a holder for an electronic price label or the like is there illustrated. In this embodiment, like components relative to the holder **100** are identified with like reference numbers including a single primed (') suffix and new components are identified by new numerals.

A holder **100'** includes a base channel **102'** having an overall C-shaped configuration to slidably accommodate and frictionally retain an associated electronic price label. The C-channel **102'** is defined by a base wall **104'** which is preferably planar, and top and bottom walls **106', 108'**. The top and bottom walls **106', 108'** project outwardly from a front face **110'** of the base wall **104'** and are arranged generally parallel to each other to accommodate an associated EPL in the recess defined therebetween and together with the base wall **104'**. The opposed, inward faces **112', 114'** of the top and bottom walls **106', 108'**, respectively, include grooves **116', 118'** which accommodate projections extending outwardly from the associated EPL positioned in the C-channel **102'**.

The holder **100'** further comprises a connector **130'** connected to the C-channel **102'** by way of the base wall **104'**. The connector **130'** is adapted to secure the holder **100'** to an associated shelf **R**. More particularly, the connector **130'** comprises a clip **132'**, a back wall **134'**, and a top wall **136'**.

The connector **130'** and the C-channel **102'** are interconnected by way of a first arm **171** and a second arm **140'**. The first arm **171** comprises a first end **173** connected to the base wall **104'** and a second end **175** connected to the back wall **134'** of the connector **130'** so that the first arm **171** is positioned between the back wall **134'** and the C-channel **102'**. The second arm **144'** comprises a first end **146'** connected to the base wall **104'** of the C-channel and a second end **148'** connected to the back wall **134'** of the connector **130'** so that the second arm **140'** is positioned between the back wall **134'** and the C-channel **102'**.

In this embodiment, both the first connecting arm **171** and the second connecting arm **140'** extend perpendicular from the rear face **154'** of the base wall **104'** and connect the rear face **154'** of the base wall **104'** to the back wall **134'** of the connector **130'**. The top wall **136'** of the connector **130'** and the rear face **154'** of the base wall **104'** define an upwardly open slot **160'** or channel therebetween.

The clip **132'** of the connector **130'** is identical to the one illustrated in FIGURE 3A and, thus, its description will not be repeated here.

A mounting angle **177** is defined between the second arm **140'** and the C-channel base wall **104'** by the second arm **140'** connected between the rear face **154'** of the base wall **104'** and the back wall **134'** of the connector **130'** so that the C-channel **102'** is rearwardly inclined relative to vertical by a select angle. As seen in FIGURE 3B, the C-channel is rearwardly inclined approximately 15 degrees relative to vertical when in its operative position.

The holder **100'** due to its inclination relative to vertical, is particularly adapted for a connection to an associated shelf below a viewer's eye level. Of course, those of ordinary skill in the art will recognize that the C-channel **102'** can be arranged at any other desired angle relative to the connector **130'** so that the C-channel **102'** defines other viewing angles relative to vertical without departing from the overall scope and intent of the present invention.

With reference now to FIGURE 3C, another embodiment of a holder for an electronic price label or the like is illustrated. In this embodiment, like components are identified with like reference numbers including a double-primed (") suffix and new components are identified by new numerals.

A holder **100"** includes a base channel **102"** having an overall C-shaped

configuration to slidably accommodate and frictionally retain an associated electronic price label.

The holder **100"** further comprises a connector **130"** secured to the C-channel **102"** by way of the base wall **104"**. The connector **130"** is adapted to secure the holder **100"** to an associated shelf (FIGURE 3B). More particularly, the connector **130"** comprises a resilient clip **132"**, an upwardly projecting back wall **134"**, and a top wall **136"**.

The connector **130"** and the C-channel **102"** are interconnected by way of a first arm **181** and a second arm **183**. The first arm **181** comprises a first end **185** connected to the base wall **104"** and a second end **187** connected to the back wall **134"** of the connector **130"** so that the first arm **181** is positioned between the back wall **134"** of the connector **130"** and the C-channel **102"**. The second arm **183** comprises a first end **189** connected to the base wall **104"** of the C-channel **102"** and a second end **191** connected to the back wall **134"** of the connector **130"** so that the second arm **183** is positioned between the back wall **134"** of the connector **130"** and the C-channel **102"**.

More particularly, the first connecting arm **181** projects perpendicularly from the rear face **154"** of base wall **104"**. The second connecting arm **183** extends nearly perpendicular from the rear face **154"** of the base wall **104"** and connects it to the back wall **134"** of the connector **130"**. It can be seen that the first connecting arm **181** has a length less than the length of the second connecting arm **183**. The top wall **136"** of the clip **130"** and the rear face **154"** of the base wall **104"** define an upwardly open slot **160"** or channel therebetween. As in the previous embodiments, a clip **132"** is provided at a lower end of the back wall **134"**.

A mounting angle **193** is defined between the second arm **183** and the C-channel base wall **104"** so that the C-channel **102"** is rearwardly inclined relative to vertical by a select angle. As seen in FIGURE 3C, the C-channel is rearwardly inclined approximately 45° relative to vertical when in its operative position.

The holder **100"**, due to its inclination relative to vertical, is particularly adapted for a connection to an associated shelf well below a viewer's eye level. Of course, those of ordinary skill in the art will recognize that the C-channel **102"** can be arranged at a wide variety of other desired angles relative to the clip portion **130"** so that the C-channel **102"** defines other viewing angles relative to vertical without departing from the

overall scope and intent of the present invention.

With reference now to FIGURE 4A, another embodiment of a holder for an electronic price label or the like is illustrated at **200**. The holder **200** is formed in accordance with the present invention from a suitable conventional resilient material, such as polyvinyl chloride plastic or any other suitable plastic by extrusion, molding, or any suitable plastic forming technique. Preferably, the holder **200** is an extrusion having a profile as shown in FIGURE 4A. The holder **200** includes a base channel **202** having an overall C-shaped configuration to slidably accommodate and frictionally retain an associated electronic price label. The C-channel **202** is defined by a base wall **204** which is preferably planar, and top and bottom walls **206**, **208**, also referred to as first and second side walls, respectively. The top and bottom walls **206**, **208** project outwardly from a front face **210** of the base wall **204**, preferably a like distance and substantially perpendicular to the base wall **204**. Thus, the top and bottom walls are **206**, **208** arranged generally parallel to each other to accommodate an associated EPL in the recess defined therebetween and together with the base wall **204**. A resilient strip **211**, located proximal to top wall **206**, projects outwardly from the front face **210** of the base wall **204** to facilitate retention of the associated EPL.

The opposed, inward faces **212**, **214** of the top and bottom walls **206**, **208**, respectively, include grooves **216**, **218** which accommodate projections extending outwardly from the associated EPL positioned in the C-channel **202**. This construction allows an associated EPL to be inserted and removed from the recess defined in the C-channel **202** by sliding and/or by movement of the EPL in a direction toward and away from the base wall **204**.

The holder **200** further comprises a mounting portion **230** connected to the C-channel **202** by way of the base wall **204**. The mounting portion **230** is adapted to secure the holder **200** to an associated shelf shown in Figure 4C. More particularly, the mounting portion **230** comprises a clip **232** and a top wall **236**.

The top wall **236** and the C-channel **202** are resiliently interconnected by way of a first arm **238**. A second arm **240** (also referred to as a resilient finger) connects the clip **232** to the C-channel **202**. The first arm **238** comprises a first end **242** connected to the base wall **204** and a second end **244** connected to the top wall **236**. The second arm **240** comprises a first end **246** connected to the base wall **204** of the C-channel **202**

and a second end **248** connected to the clip **232**.

More particularly, the first connecting arm **238** projects upwardly from a rear face **254** of base wall **204**. The first connecting arm **238** extends upward toward the top wall **236** of the mount **230** and connects at a second end **244** thereof. The second connecting arm **240** extends from first end **246** parallel to the rear face **254** of the base wall **204** and connects the rear face **254** of the base wall **204** to the clip **232** at its second end **248**. It can be seen that the first connecting arm **238** projects outwardly and upwardly from the rear face **254**.

The top wall **236** comprises an L-shaped first segment **250** and a second segment **252**. L-shaped first segment **250** connects to first connecting arm **238** at end **244**. The L-shaped first segment **250** comprises a first leg **256** and a second leg **257**. The first leg **256** extends outward from end **244** toward top wall **206**. The second leg **257** extends upward generally parallel to base wall **204**. The second segment **252** connects to the second leg **257** at bend **253**. The second segment **252** extends rearward away from the base wall **204**. Therefore, the top portion **236** is also defined with an overall L-shaped configuration. The second segment **252** contains thru slots **255** therein for accommodating fasteners.

The first leg **256** terminates at a tip **258** which can comprise a resilient plastic material. The tip **258** of the L-shaped bend **256** and the rear face **254** of the base wall **204** define an upwardly open slot **260** or channel therebetween. The innermost closed end **262** of the slot **260** is enlarged. The tip **258** of the first leg **256** and the rear face **254** of the base wall **204** define therebetween a restricted portion of the slot **260**. The open end or mouth of the slot **260** is preferably defined between the top portion **236** of the mount **230** and the top wall **206** so as to facilitate insertion and removal of a portion of an associated window of the type shown in FIGURES 2A-2E.

The clip **232** of the mount **230** comprises an upper member **268** and a lower member **270**. The lower member **270** projects rearwardly generally parallel to second segment **252** from the second end **248** of the second arm **240**. The lower member **270** connects to upper member **268** at bend **274**. The upper member **268** comprises an S-shaped configuration including a first segment **275** projecting rearwardly and upwardly from the bend **274** of the lower member **270**. A second segment **276** of the upper member **268** extends upwardly toward the top portion **236** of the mount portion **230**. A

third segment **277** of the upper member **268** extends rearwardly away from rear face **254** of the base wall **204**. The upper member **268** and the rear face **254** of the base wall **204** define an upwardly open slot **282** or channel therebetween. The innermost closed end **284** of the slot **282** is enlarged. The opened end **286** or mouth of the slot **282** is preferably defined between the first arm **238** and the third segment **277** of the upper member **268** of the base portion **232** of the mount portion **230** so as to facilitate mounting on a shelf (FIGURE 4C) therein for attachment of the holder thereto.

A mounting angle **288** is defined between the base portion **232** and the C-channel base wall **204** by the second arm **240** connected between the rear face **254** of the base wall **204** and the lower member **270** of the base portion **232**. As seen in FIGURE 4A, the C-channel is rearwardly inclined approximately 30° relative to vertical when in its operative position.

The second arm or resilient finger **240** projects from the rear face **254** of the base wall **204** and extends generally parallel to the base wall **204** in a direction toward the bottom wall **208**. The finger **240** connects a nib **294** projecting from the rear face **254** in the region of the bottom wall **208** so that a closed slot **296** is defined between the finger **240** and the rear face **254**. An advertising flyer or the like (not illustrated) is selectively secured in the slot **296** by insertion of same between the finger **240** and the nib **294** where it is frictionally or otherwise retained.

The holder **200**, due to its inclination relative to vertical, is particularly adapted for a connection to an associated shelf lower than a viewer's eye level. Of course, those of ordinary skill in the art will recognize that the C-channel **202** can be arranged at any of a wide variety of other desired angles relative to the clip portion so that the C-channel **202** defines other viewing angles relative to vertical without departing from the overall scope and intent of the present invention.

With reference now to FIGURE 4B, another embodiment of a holder for an electronic price label or the like is there illustrated. In this embodiment, like components are illustrated by like numerals with a primed suffix (') and new components are illustrated by new numerals. The holder **200'** includes a base channel **202'** having an overall C-shaped configuration to slidably accommodate and frictionally retain an associated electronic price label.

The holder **200'** further comprises a mounting portion **230'** connected to the C-

channel **202'** by way of the base wall **204'**. The mounting portion **230'** is adapted to secure the holder **200'** to an associated shelf (FIGURE 4C). More particularly, the shelf attachment mount portion **230'** comprises a resilient member having a base portion **232'** and a top portion **236'**.

The first connecting arm **238'** comprises a first leg **245**, a second leg **247**, and a third leg **249**. More particularly, the first leg **245** projects upwardly and outwardly from the rear face **254'** of base wall **204'**. The first leg **245** extends upward toward the top portion **236'** of the mount **230'** and connects to second leg **247** at a bend **261'**. The second leg **247'** extends from bend **261'** to the second end **244'**. It can be seen that the first leg **245** and the second leg **247** form an L-shape. The third leg **249** projects from a front wall **263** of first leg **245** toward the top wall **206'**. The third leg **249** terminates at a tip **258'** which comprises a resilient plastic. The tip **258'** of the third leg **249** and the rear face **254'** of the base wall **204'** define an upwardly open slot **260'** or channel therebetween.

The tip **258'** of the third leg **249** and the rear face **254'** of the base wall **204'** define therebetween a restricted portion of the slot **260'**. The open end or mouth of the slot **260'** is preferably defined between the top portion **236'** of the mount **230'** and the top wall **206'** so as to facilitate insertion and removal of an associated lens. (Not illustrated).

The top portion **236'** comprises a first segment **250'** and a second segment **252'**. First segment **250'** connects to first connecting arm **238'** at end **244'**. The first segment **250'** extends downward from end **244'** generally parallel to first leg **245**. The second segment **252'** connects to the first segment **250'** at bend **253'**. The second segment **252'** extends rearward away from the base wall **204'**. The second segment **252'** contains thru slots **255'** therein.

A mounting angle **288'** is defined between the base portion **232'** and the C-channel base wall **204'** by the second arm **240'** connected between the rear face **254'** of the base wall **204'** and the lower member **270'** of the base portion **232'**. As seen in FIGURE 4B, the C-channel is rearwardly inclined approximately 5° relative to vertical when in its operative position.

The second arm or resilient finger **240'** projects from the rear face **254'** of the base wall **204'** and extends generally parallel to the base wall **204'** in a direction toward

the bottom wall **208'**. The finger **240'** connects a nib **294'** projecting from the rear face **254'** in the region of the bottom wall **208'** so that a closed **296'** slot is defined between the finger **240'** and the rear face **254'**.

The holder **200'**, due to its small inclination relative to vertical, is particularly adapted for a connection to an associated shelf at about viewer's eye level. Of course, those of ordinary skill in the art will recognize that the C-channel **202'** can be arranged at a wide variety of other desired angles relative to the clip portion so that the C-channel **202'** defines other viewing angles relative to vertical without departing from the overall scope and intent of the present invention.

With reference now to FIGURE 4C, the holder **200'** is shown in its operative position clipped (i.e. Christmas tree clip **C**) to shelf **S**. The holder is shown with an EPL mounted in the C-channel **202'**. The EPL is protected by the viewing lens **50''''**. An advertising flyer **F** or the like is selectively secured in the slot **296'** by insertion of same between the finger **240'** and the nib **294'** where it is frictionally or otherwise retained.

With reference now to FIGURE 4D, the holder **200'** is shown in perspective view. It can be seen that the second segment **252'** of the top wall **236'** contains a plurality of through slots **255'** for positioning and mounting to shelf **S**.

With reference now to FIGURE 5A, a further embodiment of a holder **300** for an electronic price label or the like is formed in accordance with the present invention from a suitable conventional thermoplastic, such as polyvinyl chloride plastic or any other suitable plastic by extrusion, molding, or any suitable plastic forming technique. Preferably, the holder **300** is an extrusion having a profile as shown in FIGURE 5A. The holder **300** includes a base channel or C-channel **302** having an overall C-shaped configuration to slidably accommodate and frictionally retain an associated electronic price label. The C-channel **302** is defined by a base wall **304** which is preferably planar, and top and bottom walls **306**, **308**, also referred to as first and second side walls, respectively. The top and bottom walls **306**, **308** project outwardly from a front face **310** of the base wall **304**, preferably a like distance and substantially perpendicular to the base wall **304**. Thus, the top and bottom walls **306**, **308** are arranged generally parallel to each other to accommodate an associated EPL in the recess defined therebetween and together with the base wall **304**. A strip **311** made from a resilient material extends proximal to top wall **306**. It projects outwardly from the front face **310** of the base wall

304 to facilitate retention of an associated EPL.

The opposed, inward faces **312**, **314** of the top and bottom walls **306**, **308**, respectively, include grooves **316**, **318** which accommodate projections extending outwardly from the associated EPL positioned in the C-channel **302**. This construction allows an associated EPL to be inserted and removed from the recess defined in the C-channel **302** by sliding and/or by movement of the EPL in a direction toward and away from the base wall **304**.

The holder **300** further comprises a clip portion **330** connected to the C-channel **302** by way of the base wall **304**. The clip portion **330** is adapted to secure the holder **300** to an associated shelf (see FIGURE 5B). More particularly, the shelf attachment clip portion **330** comprises a somewhat C-shaped resilient member or body having a bottom wall **332**, an upwardly projecting back wall **334**, and a top wall **336**.

The clip **330** and the C-channel **302** are resiliently interconnected by way of a first arm **338** and a second arm **340**. The first arm **338** is T-shaped and comprises a first end **342** connected to the base wall **304**, a second end **344** connected to the top wall **336** and a third end **345** connected to the back wall **334** so that the first arm **338** is positioned between the back wall **334** and top wall **336** of the clip **330** and the C-channel **302**. The second arm **340** comprises a first end **346** connected to the base wall **304** of the C-channel **302** and a second end **348** connected to the back wall **334** of the clip **330** so that the second arm **340** is positioned between the back wall **334** of the clip **330** and the C-channel **302**.

More particularly, the first connecting arm **338** includes a first segment **350** projecting perpendicularly from the rear face **354** of base wall **304** to a connection **343**. A second segment **352** of the first connecting arm **338** extends upward from connection **343** toward the top wall **336** of the clip **330** generally parallel with the base wall **304**. The second segment **352** connects the first arm **338** to the top wall **336** of the clip **330**. A third segment **353** of the first connecting arm **338** extends rearward from the connection **343** linearly with first segment **350** to back wall **334**. The third segment **353** connects the first arm **338** to the back wall **334** of the clip **330**. It can be seen that the first connecting arm **338** is thus formed with an inverted T-shape. The second connecting arm **340** extends perpendicular from the rear face **354** of the base wall **304** and connects the rear face **354** of the base wall **304** to the back portion **334** of the clip

330. The top wall **336** of the clip **330** and the rear face **354** of the base wall **304** define an upwardly open slot **360** or channel therebetween. The innermost closed end **362** of the slot **360** is enlarged. An end **364** of the top wall **336** of the clip **330** can include a layer of a resilient plastic material to facilitate connection and retention of an associated lens (of the type illustrated in FIGURES 2A-2E) in slot **360**.

Additionally, the top wall **336** connects to the back wall **334** at point **335**. The top wall **336** includes a segment **337** which projects outwardly and downwardly from point **335**. The segment **337** and the back wall **334** of the clip **330** define a downwardly open slot **339** or channel therebetween so as to facilitate insertion of a shelf (FIGURE 5B) therein for attachment of the holder **300** thereto. Therefore, the segment **337** defines an overall J-shaped configuration.

The bottom wall **332** of the clip **330** comprises a U-shaped resilient member having an outside face **368** and an inside face **370**. The bottom wall **332** includes a first segment **372** projecting rearwardly from a point **373** of back wall **334**. A second segment **374** of the bottom wall **332** extends upwardly generally parallel to the back wall **334**. The first segment **372** and the second segment **374** of the U-shaped bottom wall **332** define an upwardly open slot **382** or channel therebetween. The opened end or mouth of the slot **382** is preferably defined between the second segment **374** of the bottom wall **332** and the back wall **334** so as to facilitate insertion of a shelf (see FIGURE 5B) therein for attachment of the holder **300** thereto. Therefore, the first segment **372** and the second segment **374** define an overall U-shaped configuration therebetween.

A mounting angle **388** is defined between the clip back portion **334** and the C-channel base wall **304** by the second arm **340** connected between the rear face **354** of the base wall **304** and the back wall **334** of the clip so that the C-channel **302** is rearwardly inclined relative to vertical by a select angle. As seen in FIGURE 5A, the C-channel is not rearwardly inclined relative to vertical when in its operative position.

The first segment **372** of bottom wall **332** projects from of the back wall **334** of the clip **330**. The first segment **372** contacts a nib **394** projecting from the rear face **354** in the region of the second side wall **308** so that a closed slot **396** is defined between the back portion **334** and the rear face **354**. An advertising flyer or the like (not illustrated) is selectively secured in the slot **396** by insertion of same between the first

segment **372** and the nib **394** where it is frictionally or otherwise retained.

The holder **300**, due to its lack of inclination relative to vertical, is particularly adapted for a connection to an associated shelf at a viewer's eye level. Of course, those of ordinary skill in the art will recognize that the C-channel **302** can be arranged at a wide variety of other desired angles relative to the clip portion **330** so that the C-channel **302** defines other viewing angles relative to vertical without departing from the overall scope and intent of the present invention.

With reference now to FIGURE 5B, another holder for an electronic price label or the like is there illustrated. In this embodiment, like components are identified by like numerals with a primed suffix (') and new components are identified by new numerals. A holder **300'** includes a base channel **302'** having an overall C-shaped configuration to slidably accommodate and frictionally retain an associated electronic price label. The C-channel **302'** is defined by a base wall **304'** which is preferably planar, and top and bottom walls **306'**, **308'**.

The holder **300'** further comprises a clip portion **330'** connected to the C-channel **302'** by way of the base wall **304'**. The clip portion **330'** is adapted to secure the holder **300'** to an associated shelf **Z**. More particularly, the shelf attachment clip portion **330'** comprises an inverted C-shaped resilient member having a bottom wall **332'**, an upwardly projecting back wall **334'**, and a top wall **336'**.

The clip **330'** and the C-channel **302'** are resiliently interconnected by way of a first arm **410** and a second arm **412**. The first arm **410** comprises a first end **414** connected to the base wall **304'** and a second end **416** connected to the back wall **334'** of the clip **330'** so that the first arm **410** is positioned between the back wall **334'** of the clip **330'** and the C-channel **302'**. The second arm **412** comprises a first end **420** connected to the base wall **304'** of the C-channel **302'** and a second end **422** connected to the back wall **334'** of the clip **330'** so that the second arm **412** is positioned between the back wall **334'** of the clip **330'** and the C-channel **302'**.

More particularly, the first connecting arm **410** projects perpendicularly from a rear face **354'** of base wall **304'**. The second connecting arm **412** extends perpendicular from the rear face **354'** of the base wall **304'** and connects the rear face **354'** of the base wall **304'** to the back wall **334'** of the clip **330'**. The top wall **336'** of the clip **330'** and the rear face **354'** of the base wall **304'** define an upwardly open slot **360'**

or channel therebetween. The innermost closed end **362'** of the slot **360'** is enlarged. An end **364'** of the top portion **336'** of the clip **330'** can be made of a resilient plastic material to facilitate connection and retention of an associated lens (i.e. **50''''**) in slot **360'**.

The holder **300'**, due to its inclination relative to vertical, is particularly adapted for a connection to an associated shelf below a viewer's eye level. Of course, those of ordinary skill in the art will recognize that the C-channel **302'** can be arranged at any other desired angle relative to the clip portion **330'** so that the C-channel **302'** defines other viewing angles relative to vertical without departing from the overall scope and intent of the present invention.

With reference now to FIGURE 5C, another holder for an electronic price label or the like is illustrated. For ease of comprehension, like components are identified by like components with a double-primed suffix (") and new components are identified by new numerals. A holder **300"** includes a base channel **302"** having an overall C-shaped configuration to slidably accommodate and frictionally retain an associated electronic price label. The C-channel **302"** is defined by a base wall **304"** which is preferably planar, and top and bottom walls **306"**, **308"**.

The holder **300"** further comprises a clip portion **330"** connected to the C-channel **302"** by way of the base wall **304"**. The clip portion **330"** is adapted to secure the holder **300"** to an associated shelf (see FIGURE 5B). More particularly, the shelf attachment clip portion **330"** comprises a resilient member having a bottom wall **332"**, an upwardly projecting back wall **334"**, and a top wall **336"**.

The clip **330"** and the C-channel **302"** are resiliently interconnected by way of a first arm **430** and a second arm **432**. The first arm **430** comprises a first end **434** connected to the base wall **304"** and a second end **436** connected to the back wall **334"** of the clip **330"** so that the first arm **430** is positioned between the back wall **334"** of the clip **330"** and the C-channel **302"**. The second arm **432** comprises a first end **440** connected to the base wall **304"** of the C-channel **302"** and a second end **442** connected to the back wall **334"** of the clip **330"** so that the second arm **432** is positioned between the back wall **334"** of the clip **330"** and the C-channel **302"**.

More particularly, the first connecting arm **430** projects perpendicularly from the rear face **354"** of base wall **304"**. The second connecting arm **432** extends

perpendicular from the rear face **354"** of the base wall **304"** and connects the rear face **354"** of the base wall **304"** to the back wall **334"** of the clip **330"**. It can be seen that the first connecting arm **430** has a length less than the length of the second connecting arm **432**. The top portion **336"** of the clip **330"** and the rear face **354"** of the base wall **304"** define an upwardly open slot **360"** or channel therebetween. The innermost closed end **362"** of the slot **360"** is enlarged.

A mounting angle **450** is defined between the clip back wall **334"** and the C-channel base wall **304"** by the second arm **432** connected between the rear face **354"** of the base wall **304"** and the back wall **334"** of the clip so that the C-channel **302"** is rearwardly inclined relative to vertical by a select angle. As seen in FIGURE 5C, the C-channel is rearwardly inclined approximately 45° relative to vertical when in its operative position.

A resilient finger **452** projects from an end **454** of second arm **432** and extends generally parallel to the base wall **304"** in a direction toward the second side wall **308"**. The finger **452** contacts a nib **394"** projecting from the rear face **354'** in the region of the second side wall **308'** so that a closed slot **396'** is defined between the back wall **334'** and the rear face **354'**. An advertising flyer or the like (not illustrated) is selectively secured in the slot **396'** by insertion of same between the first segment **372'** and the nib **394"** where it is frictionally or otherwise retained.

The holder **300"**, due to its inclination relative to vertical, is particularly adapted for a connection to an associated shelf well below a viewer's eye level. Of course, those of ordinary skill in the art will recognize that the C-channel **302"** can be arranged at any other desired angle relative to the clip portion **330"** so that the C-channel **302"** defines other viewing angles relative to vertical without departing from the overall scope and intent of the present invention.

With reference now to FIGURES 6A and 6B, another holder **500** for an electronic price label or the like is there illustrated. The holder **500** includes a base channel or C-channel **502** having an overall C-shaped configuration to slidably accommodate and frictionally retain an associated electronic price label. The C-channel **502** is defined by a base wall **504** having a hinge **503**, and top and bottom walls **506**, **508**, also referred to as first and second side walls, respectively. The hinge **503** is located in the base wall **504** and defines a first portion **504a** and a second portion **504b** of the base wall **504**.

The base wall **504** can hinge from a convex or first position (FIGURE 6A) to a planar or second position (FIGURE 6B). The top and bottom walls **506**, **508** project outwardly from a front face **510** of the base wall **504**, preferably a like distance and substantially perpendicular to the base wall **504**. The top and bottom walls **506, 508** include inward faces **512, 514** arranged in opposed facing relation with each other in the second position. Thus, the top and bottom walls **506**, **508** are arranged generally parallel to each other to accommodate an associated EPL, in the second position, in the recess defined therebetween and together with the base wall **504**. A resilient strip **511** of a suitable conventional thermoplastic material, proximal to top wall **506**, projects outwardly from the front face **510** of the base wall **504** to facilitate retention of an associated EPL.

The holder further comprises top and bottom retainers **532, 534** secured to the C-channel **502** by way of the base wall **504**. The retainers **532, 534** are adapted to secure the holder **500** to an associated shelf **S6** shown in FIGURES 6A and 6B, or to a holder which is mounted to a shelf.

The top and bottom retainers **532, 534** and the C-channel **502** are interconnected by way of a first or top arm **538** and a second or bottom arm **540**. The first arm **538** comprises a first end **542** connected to the top retainer **532** and a second end **544** connected to the base wall **504.** The second arm **540** comprises a first end **546** connected to the bottom retainer **534** and a second end **548** connected to the base wall **504** of the C-channel **502**. The first and second arms **538, 540** extend rearward and are angled toward one another in the first position. The first and second arms **538, 540** extend rearward and are generally parallel to one another in the second position. In one embodiment, the second arm **540** has a length greater than the first arm **538**.

The top retainer **532** comprises a somewhat L-shaped resilient member having an upwardly extending top leg **568** and a rearwardly extending foot member **570**. An end **569** of the top leg **568** can include a tip made of a conventional resilient plastic to facilitate connection and retention in a first side wall **SW1** of an associated retail shelf **S6**. A rear face **554** of the channel **502** contacts a nib **567** projecting from the top leg **572** in the region of the top wall **506** so that a stop is defined thereby limiting rearward inclination of channel **502**. The bottom retainer **534** comprises a somewhat L-shaped resilient member having a downwardly extending bottom leg **572** and a rearwardly

extending foot member **574**. An end **573** of the bottom leg **572** can include a tip made of a conventional resilient plastic to facilitate connection and retention in a second side wall **SW2** of an associated retail shelf **S6**. The foot members **570, 574** include tip ends **571, 575** to engage the back wall **BW** of the associated retail shelf **S6** thereby restricting further rotation to the base wall **504** after mounting the holder **500** in the shelf **S6** (FIGURE 6B).

A resilient finger **590** projects from the second end **548** of the second arm **540** and extends generally parallel to the base wall **504** in a direction toward the second side wall **508**. The finger **590** contacts a nib **594** projecting from the rear face **554** in the region of the second side wall **508** so that a closed slot **596** is defined between the finger **590** and the rear face **554**. An advertising flyer or the like (not illustrated) can be selectively secured in the slot **596** by insertion of same between the finger **590** and the nib **594** where it is frictionally or otherwise retained.

The holder **500**, due to its inclination relative to vertical (FIGURE 6B), is particularly adapted for a connection to an associated shelf below a viewer's eye level. Of course, those of ordinary skill in the art will recognize that the C-channel **502** can be arranged at a wide variety of other desired angles relative to vertical so that the C-channel **502** defines other viewing angles relative to vertical without departing from the overall scope and intent of the present invention.

With reference now to FIGURE 7, another version of a holder for an electronic price label or the like is illustrated. In this embodiment, like components are identified with like reference numbers including a single-primed (') suffix and new components are identified by new numerals.

A holder **500'** includes a base channel **502'** having an overall C-shaped configuration to slidably accommodate and frictionally retain an associated electronic price label.

The C-channel **502'** is defined by a base wall **504'** having a hinge **503'**, and top and bottom walls **506', 508'**, also referred to as first and second side walls, respectively. The hinge **503'** is located in the base wall **504'** and defines a first portion **504a'** and a second portion **504b'** of the base wall **504'**. The base wall **504'** hinges from a convex (or first position) to a planar (or second position). The top and bottom walls **506', 508'** project outwardly from a front face **510'** of the base wall **504'**, preferably a like distance

and substantially perpendicular to the base wall **504'**. The top and bottom walls **506', 508'** include inward faces **512', 514'** arranged in opposed facing relation wither each other is the second position. Thus, the top and bottom walls **506', 508'** are arranged generally parallel to each other to accommodate an associated EPL, in the second position, in the recess defined therebetween and together with the base wall **504'**. A resilient strip **511'** of a suitable conventional thermoplastic material, proximal to top wall **506'**, projects outwardly from the front face **510'** of the base wall **504'** to facilitate retention of an associated EPL.

The holder further comprises top and bottom retainers **532', 534'** secured to the C-channel **502'** by way of the base wall **504'**. The retainers **532', 534'** are adapted to secure the holder **500'** to an associated shelf **S6** shown in FIGURES 6A and 6B.

The top and bottom retainers **532', 534'** and the C-channel **502'** are interconnected by way of a first or top arm **538'** and a second or bottom arm **541**. The first arm **538'** comprises a first end **542'** connected to the top retainer **532'** and a second end **544'** connected to the base wall **504'.** The second arm **541** comprises a first end **546'** connected to the bottom retainer **534'** and a second end **548'** connected to the base wall **504'** of the C-channel **502'**. The first and second arms **538', 541** extend rearward and are angled toward one another in the first position (not shown). The first and second arms **538', 541** extend rearward and are generally parallel to one another in the second position. As shown in FIGURE 7, the second arm **541** has a length substantially the same as the first arm **538'**.

It is to be appreciated that the C-channel **502'** is not rearwardly inclined relative to vertical when in its operative position. The holder **500'**, due to its lack of inclination relative to vertical, is particularly adapted for a connection to an associated shelf at a viewer's eye level. Of course, those of ordinary skill in the art will recognize that the C-channel **502'** can be arranged at a wide variety of other desired angles relative to vertical so that the C-channel **502'** defines other viewing angles relative to vertical without departing from the overall scope and intent of the present invention.

With reference now to FIGURE 8A, another holder for an electronic price label or the like is illustrated. A holder **600** includes a base channel **602** having an overall C-shaped configuration to slidably accommodate and frictionally retain an associated electronic price label. The C-channel **602** is defined by a base wall **604** which can be

planar, and top and bottom walls **606**, **608**. A resilient strip **611** of a suitable conventional thermoplastic material is located proximal to top wall **606** and projects outwardly from the front face **610** of the base wall **604** to facilitate retention of an associated EPL.

The holder **600** further comprises a first clip **630** and a second clip **632** connected to the C-channel **602**. The first and second clips **630, 632** are adapted to receive and retain therein spaced apart sections of an associated shelf **S6** (FIGURE 8B) or to a holder which is mounted to a shelf.

The first clip **630** and the C-channel **602** are resiliently interconnected by way of a first connecting arm **640**. The first arm **640** comprises a first end **642** connected to the first clip member **630** and a second end **644** connected to the top wall **606** so that the first arm **640** is positioned above the top wall **606**. The second clip **632** and the C-channel **602** are resiliently interconnected by way of a somewhat T-shaped second connecting arm **650**. The second arm **650** comprises a first end **652** connected to the second clip member **632** and a second end **654** connected to the base wall **604** so that the second arm **650** is positioned behind the base wall **604** of the C-channel **602**. As shown in FIGURE 8B, the second arm **650** includes a protruding tip **651** which engages the back wall **BW** of the shelf **S6** when the holder **600** is in its operative position thereby maintaining the desired inclination.

More particularly, the first connecting arm **640** projects generally upward from the top wall **606**. The second connecting arm **650** includes a first segment **653** extending generally perpendicular from a rear face **660** of the base wall **604** and a second segment **655** extending generally downward.

The first clip **630** comprises a somewhat C-shaped resilient member having a forwardly extending first segment **671**, an upwardly extending second segment **672**, and a rearwardly extending third segment **673** including a hook end **674** thereon. Similarly, the second clip **632** comprises a somewhat C-shaped resilient member having a forwardly extending first segment **681**, a downwardly extending second segment **682**, and a rearwardly extending third segment **683** including a hook end **684** thereon. In its operative position the first and second clips **630, 632** are adapted to receive and retain therein spaced apart first and second side walls **SW1, SW2** of an associated shelf **S6** (FIGURE 8B).

The holder **600**, due to its inclination relative to vertical, is particularly adapted for a connection to an associated shelf below a viewer's eye level. Of course, those of ordinary skill in the art will recognize that the C-channel **602** can be arranged at any other desired angle relative to the clips **630, 632** so that the C-channel **602** defines other viewing angles relative to vertical without departing from the overall scope and intent of the present invention. As seen in FIGURE 8B, the C-channel is rearwardly inclined approximately 15 degrees relative to vertical when in its operative position.

With reference now to FIGURE 9, another holder for an electronic price label or the like is illustrated. For ease of comprehension, like components are identified by like components with a single-primed suffix (') and new components are identified by new numerals. A holder **600'** includes a base channel **602'** having an overall C-shaped configuration to slidably accommodate and frictionally retain an associated electronic price label. The C-channel **602'** is defined by a base wall **604'** which is preferably planar, and top and bottom walls **606'**, **608'**.

The holder **600'** further comprises a first clip **630'** and a second clip **632'** connected to the C-channel **602'**. The first clip **630'** and the second clip **632'** are adapted to receive and retain therein spaced apart sections of an associated shelf S6 (see FIGURE 8B).

The first clip **630'** and the C-channel **602'** are resiliently interconnected by way of a first connecting arm **640'**. The first arm **640'** comprises a first end **642'** connected to the first clip member **630'** and a second end **644'** connected to the top wall **606'** so that the first arm **640'** is positioned above the top wall **606'**. The second clip **632'** and the C-channel **602'** are resiliently interconnected by way of a second connecting arm **653**. The second arm **653** comprises a first end **657** connected to the second clip member **632'** and a second end **659** connected to the bottom wall **608'** so that the second arm **653** is positioned below the bottom wall **608'** of the C-channel **602'**.

More particularly, the first connecting arm **640'** projects generally upward from the top wall **606'**. The second connecting arm **653** projects generally downward from the bottom wall **608'**.

It is to be appreciated that the C-channel 602' is not rearwardly inclined relative to vertical when in its operative position. The holder **600'**, due to its lack of inclination relative to vertical, is particularly adapted for a connection to an associated shelf at a

viewer's eye level. Of course, those of ordinary skill in the art will recognize that the C-channel **602'** can be arranged at any other desired angle relative to vertical so that the C-channel **602'** defines other viewing angles relative to vertical without departing from the overall scope and intent of the present invention.

Disclosed is a holder for an electronic price label which is sturdy, durable, and cost effective to manufacture. The holder is adapted for secure, selective attachment to a wide variety of different retail shelving types. The holder is provided in a plurality of different configurations, each of which supports an electronic price label at a desired viewing angle relative to an associated shelf so that the supported electronic price label may be viewed at an optimal viewing angle for a given shelf height. The holder also provides for selective securement of a protective viewing lens. Additionally, the holder includes a clip adapted for selective attachment of advertising or other materials thereto. If desired, protective lenses can be used to selectively receive and retain associated tags, cards, or like material to be viewed in association with the information displayed on the electronic price label.

The invention has been described with reference to several preferred embodiments. Obviously, alterations and modifications will occur to others upon a reading and understanding of this specification. It is intended to include all such modifications and alterations insofar as they come within the scope of the appended claims or the equivalents thereof.